What is claimed is:

- 1. A modular refrigeration system, comprising:
- a refrigeration device having a space configured for storage of products
- 3 therein;

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- a cooling system providing a coolant configured to cool the space;
- at least one modular cooling element configured for placement at any
- one of a plurality of locations within the space and configured to receive the coolant
- so that a temperature distribution profile of the products within the space can be
- 8 customized.
- 1 2. The modular refrigeration system of Claim 1 wherein the refrigeration device is a temperature controlled case.
 - 3. The modular refrigeration system of Claim 1 wherein the coolant is a liquid coolant.
 - 4. The modular refrigeration system of Claim 1 wherein the coolant is a direct expansion refrigerant.
 - 5. The modular refrigeration system of Claim 1 wherein the refrigeration device comprises a main heat exchanger and the modular cooling element is configured to provide supplemental cooling at a predetermined location within the space.
 - 6. The modular refrigeration system of Claim 1 further comprising a piping system interfacing with the cooling system and the modular cooling element and configured to circulate the coolant through the modular cooling element.
 - 7. The modular refrigeration system of Claim 1 wherein the modular cooling element is portable and configured for interchangeable installation at one of the plurality of locations within the space.
 - 8. The modular refrigeration system of Claim 1 wherein the modular cooling element is coupled to a shelf.

- 9. The modular refrigeration system of Claim 1 wherein the modular 1 cooling element is coupled to an end panel. 2
- 10. The modular refrigeration system of Claim 1 further comprising a 1 control system configured to regulate a flow of the coolant to the modular cooling 2 element. 3
 - 11. The modular refrigeration system of Claim 1 wherein the modular cooling element is positioned so that the temperature variation among the products is minimized.

- 12. A system for customizing a temperature distribution profile within a space of a refrigeration device, comprising:
- a cooling system having a first heat exchanger in a substantially fixed location and a coolant configured to cool the space;
- a second heat exchanger configured for selective placement at a desired location within the refrigeration device;
- a piping system configured to interface with the cooling system and the second heat exchanger to provide a supply of coolant to the second heat exchanger; and
- a control system configured to regulate a flow of coolant through the second heat exchanger.
- 13. The system of Claim 12 wherein the refrigeration device is a temperature controlled case for storage and display of food products.
- 14. The system of Claim 13 wherein the temperature controlled case is an existing temperature controlled case and the second heat exchanger is configured for placement as a retrofit application.
- 15. The system of Claim 13 wherein the temperature controlled case is a 1 new temperature controlled case and the second heat exchanger is configured for 2 placement during construction of the new temperature controlled case. 3

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- 1 16. The system of Claim 12 wherein the first heat exchanger is a main heat exchanger and the second heat exchanger is a modular cooling element.
 - 17. The system of Claim 16 wherein the modular cooling element is removably coupled to a surface within the space.
- 1 18. The system of Claim 16 wherein the modular cooling element is 2 configured for placement at a predetermined location within the space to provide a 3 source of supplemental cooling.
- 1 19. The system of Claim 18 wherein the predetermined location is a shelf unit.
- 1 20. The system of Claim 18 wherein the predetermined location is an end 2 panel.
 - 21. The system of Claim 16 wherein the piping system includes at least one flow control device configured to regulate a flow of coolant to the modular cooling element.
 - 22. The system of Claim 16 wherein the modular cooling element is a fincoil type heat exchanger.
- 1 23. The system of Claim 12 wherein the piping system further comprises at 2 least one quick disconnect device configured to interconnect the piping system and 3 the second heat exchanger.

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24. A temperature controlled case having a modular cooling system, 1 comprising: 2

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- a cooling system providing a coolant and having a main cooling 3 element in a substantially fixed location and configured to receive the coolant and 4 provide cooling to a space within the temperature controlled case; 5
 - at least one supplemental cooling element configured to interface with the cooling system and to receive a supply of the coolant;
 - wherein the supplemental cooling element is configured to be selectively mounted at any one of a plurality of locations within the space so that a variation of a temperature range within the space can be substantially minimized.
 - 25. The temperature controlled case of Claim 24 wherein the supplemental cooling element is configured to mount on a shelf unit.
 - 26. The temperature controlled case of Claim 24 wherein the supplemental cooling element is configured to mount on a panel member.
 - 27. The temperature controlled case of Claim 24 wherein the coolant is one of a liquid secondary coolant and a direct expansion refrigerant.
- 28. The temperature controlled case of Claim 24 wherein the supplemental cooling element is configured for interchangeable installation at a predetermined 2 location. 3
 - 29. The temperature controlled case of Claim 24 wherein the supplemental cooling element is configured to provide a localized source of cooling within the space.
 - 30. The temperature controlled case of Claim 24 wherein the supplemental cooling element is configured as a substantially flat panel.
 - 31. The temperature controlled case of Claim 24 wherein the supplemental cooling element has a cooling capacity sufficient to minimize a temperature variation within the space.

- 1 32. The temperature controlled case of Claim 24 wherein the supplemental cooling element is reconfigurable to accommodate changes to the temperature controlled case.
- 1 33. The temperature controlled case of Claim 24 further comprising a 2 supplemental warming element configured to receive a warmed supply of the 3 coolant.
 - 34. A method of customizing a temperature distribution profile within a refrigeration device having a cooling system, comprising:

determining a temperature distribution profile within the refrigeration device provided by the cooling system;

identifying at least one location within the refrigeration device having a temperature above a desired temperature range;

providing a modular cooling element configured for installation at the location; and

interconnecting the modular cooling element with the cooling system.

- 35. The method of Claim 34 wherein the step of determining a temperature distribution profile comprises experimentation.
- 36. The method of Claim 34 wherein the modular cooling element is configured to provide localized cooling at the location.
- 37. The method of Claim 34 wherein the step of interconnecting the modular cooling element with the cooling system comprises providing a piping system having at least one connection device.
- 1 38. The method of Claim 37 wherein the piping system further comprises at least one flow control device.
- 1 39. The method of Claim 34 wherein the modular cooling element is configured for interchangeable installation at one or more locations.

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- 1 40. The method of Claim 34 wherein the modular cooling element is 2 portable.
- 1 41. The method of Claim 34 wherein the refrigeration device is a temperature controlled case.
- 1 42. The method of Claim 41 wherein the temperature controlled case is a 2 new construction temperature controlled case.
- 1 43. The method of Claim 34 wherein the step of determining a temperature
- distribution profile comprises monitoring a temperature of a plurality of
- 3 predetermined products intended for storage and display within the refrigeration
- 4 device.